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 **ADD LOCAL CONTACT**

**[TOWN/COUNTY/ORGANIZATION] Joins Fight to Knock Out Opioid Abuse**

**INSERT TOWN —** [TOWN/COUNTY/ORGANIZATION] has announced that it will join the effort against the statewide opioid crisis by participating in the 10th annual statewide Knock Out Opioid Abuse Day, organized by the Partnership for a Drug-Free New Jersey.

**INSERT LOCAL INFORMATION ON OUTREACH: WHAT WILL YOUR GROUP BE DOING? HOW MANY PEOPLE WILL BE PARTICIPATING? WHAT OTHER GROUPS WILL YOU BE WORKING WITH?**

**INSERT QUOTE FROM LOCAL ORGANIZER OR LEADER**

Knock Out Opioid Abuse Day, held Monday, October 6 throughout the state, increases awareness of the opioid crisis through a mobilization effort with a dual focus: educating physicians and raising awareness among New Jersey residents and families. It is designed to inform residents and health care providers on the steps they can take to stem the epidemic, from encouraging responsible prescribing and use of opioids to emphasizing the importance of educating children on the dangers of substance use.

“Knock Out Opioid Abuse Day represents a key opportunity for New Jersey residents across the state to bring education and prevention into their communities and homes,” said Angelo Valente, executive director of PDFNJ. “By bringing these efforts to communities throughout the state, we can empower individuals with the knowledge they need to make informed decisions about opioids, support their loved ones, and ultimately save lives. The dedication and passion of participants is truly inspiring, and we are proud and grateful to see their commitment to ending this crisis.”

Throughout the state, participants will be sharing lifesaving information in their communities. On Thursday, October 9, PDFNJ will host a special webinar in its Learning Series, “Knock Out Opioid Abuse Day: Evaluating Recent Progress to Address the Opioid Epidemic,” featuring XXXXXXXXXXXXXXXXXXXXXXX.

In 2024, drug overdose deaths in the state dropped significantly from more than 2,800 in 2023 to approximately 1,800. However, this promising reduction still represents a roughly 50 percent increase of overdose deaths in the state since 2014.

Knock Out Opioid Abuse Day is a project of the Partnership for a Drug-Free New Jersey, in cooperation with the Governor's Council on Substance Use Disorder, the New Jersey Department of Human Services, Division of Addiction Services, and the Community Coalition for a Safe and Healthy Morris, with help from thousands of participants across the state.

Visit [knockoutday.drugfreenj.org](http://knockoutday.drugfreenj.org/) for more information and to sign up to participate.

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*Best known for its statewide substance use prevention advertising campaign, the Partnership for a Drug-Free New Jersey is a private not-for-profit coalition of professionals from the communications, corporate and government communities whose collective mission is to reduce demand for illicit drugs in New Jersey through media communication.  To date, more than $200 million in broadcast time and print space has been donated to the Partnership’s New Jersey campaign, making it the largest public service advertising campaign in New Jersey’s history. Since its inception, the Partnership has garnered 226 advertising and public relations awards from national, regional and statewide media organizations.*